



Quick Start Guide

Getting Started

The strength of **Harvest of the Month** lies in its ability to reach students in a variety of settings and where they can have the most impact – the classroom, cafeteria, home and community. A successful program is a team effort. With a team in place, you can more effectively implement **Harvest of the Month** and motivate and empower students to increase consumption of a variety of colorful fruits and vegetables and engage in physical activity every day.

10 Steps to Implement Harvest of the Month

These steps represent a compilation of recommended practices from several districts and may be adapted to meet your district's needs. Before getting started, it is important to become familiar with the Web site, **www.harvestofthemonth.com**. This site houses all of the tools and resources needed to successfully implement **Harvest of the Month**, including the monthly elements (educator newsletters, family newsletters, menu slicks and press release templates). Within the site, the *Educators' Corner* specifically addresses the needs of classroom educators and child nutrition staff by providing additional activities, expanded resources and support materials to simplify program implementation.

Key Team Players:

- Classroom educators
- Child nutrition staff
- School staff
- Students
- Parents
- Community

Ready...

1 Gather support within the school community.

Meet with key players (see the Key Team Players box above) to introduce **Harvest of the Month** and build enthusiasm for the program.

2 Coordinate with the Child Nutrition Program.

Meet with Child Nutrition Director to discuss and determine what support they can provide with implementation. Review and finalize the Featured Produce list for the upcoming school year. As needed, determine logistics for classroom orders and delivery of featured produce to the classroom for taste testing activities (e.g., classroom allocation and distribution, amount needed, bulk delivery schedule).

3 Identify Site Coordinators.

After introducing **Harvest of the Month**, identify a lead teacher or child nutrition staff member who will coordinate and oversee implementation at each school site.

4 Coordinate with Network for a Healthy California Campaigns and Programs.

Fourth and fifth grade teachers can strengthen activities with the *Network for a Healthy California—Children's Power Play! Campaign*, including the *School Idea & Resource Kit*. These skills-based lessons are designed to encourage healthy behavior change beginning with introductory activities and moving towards more advanced concepts of empowerment and advocacy.

Other *Network for a Healthy California* campaigns (formerly *5 a Day*), including the *Latino Campaign*, *African American Campaign*, *Retail Program* and *Worksite Program*, can enhance parent education components and strengthen connections within the community.

Contact your *Regional Network* Project Director for more information, resources and training. Visit us at **www.networkforahealthycalifornia.net** for regional contact information.



Set...

5 Conduct training for Site Coordinators.

Before the school year starts, provide an orientation for Site Coordinators of the monthly elements and develop a materials distribution process. Also discuss the distribution of the monthly featured produce as agreed to with the Child Nutrition Director in Step #2.

6 Conduct training for teachers, child nutrition staff and others.

After training the Site Coordinators, provide an orientation for all teachers, child nutrition staff and others who will use the monthly elements.

7 Personalize and print monthly materials.

Personalize and print the monthly educator newsletters, family newsletters and menu slicks. Depending on scope of media relations, customize the press release templates.

For instructions on personalization, visit **www.harvestofthemonth.com** and download the *How to Grow Healthy Students Guide*. Refer to the Technical Support section on pages 30-31.



8 Order Harvest of the Month posters, resources and other collateral from the Network for a Healthy California.

Determine what materials and resources to order for participating schools. These resources support and enhance activities and may include:

- **Harvest of the Month** posters
- *Children's Power Play! Campaign School Idea & Resource Kits* for 4th and 5th grade teachers
- Collateral from the *Network for a Healthy California* (parent brochures, recipe books)
- USDA resources (*Fruits and Vegetables Galore*)
- CDE resources (*Kids Cook Farm-Fresh Food*, *Fresh Fruit and Vegetable Photo Cards*)
- Produce for Better Health Foundation resources (*School Foodservice Guide – Successful Implementation Tips for Increasing Fruit and Vegetable Consumption*)

Visit **www.harvestofthemonth.com** for ordering information.

Go!

9 Distribute monthly materials and resources.

Coordinate distribution of monthly elements and program's resources as agreed to with the Site Coordinators in Step #5.

10 Provide ongoing support and solicit feedback.

Present updates regularly at staff and faculty meetings to continue promotion of and support for **Harvest of the Month**. Solicit feedback on successes and problems, in addition to ideas for improvement.

Helpful Hint:

Feature **www.harvestofthemonth.com** in your orientation. Walk through each page — particularly within the *Educators' Corner* — to familiarize the team with the tools and resources available on the site.

Notes:

